

Slashed on your Favorite Foods... during

SALE

THE FIRST RUN... YOU CAN'T GO WRONG! A MONEY AN... TO TAKE ADVANTAGE OF TREMENDOUS OUR WILL-LIGHTED STORES AND LIKE THOU... TRULY... JIM DANDY IS THE FRIENDLIEST EFFICIENT SERVICE... AND THE LOWEST PRICES

- IONIE CATSUP** 15c
- AND SALAD OIL** 49c
- NA REMES** 21c
- LAKS** 29c
- NT OFFEE** \$1.15
- DS HAPKINS** 2 for 25c

19c

10c



"JIM DANDY," LES CORBETT, (GROCERY BUYER) AND JOHN RAMSAY, (ADVERTISING MANAGER) DISCUSS MOST EFFECTIVE METHOD OF MOVING HUGE WAREHOUSE STOCKS ONLY PARTLY SHOWN ABOVE... THEIR FINAL DECISION IS APPARENT AS SHOWN BELOW...

FROZEN FOOD DEPARTMENT

- ICE CREAM** GOLDEN STATE PREMIUM QUALITY... MANY DELICIOUS FLAVORS... Half-Gal. Container **79c**
- PICTSWEET PEAS** FRESH GREEN GARDEN PEAS FROZEN "QUICK AS THEY'RE PICKED"... 10 oz. Box **2 for 35c**
- PICTSWEET SPINACH** GARDEN GREEN... LEAF OR CHOPPED SPINACH... 10 oz. Box **2 for 35c**
- MIXED VEGETABLES** PICTSWEET FOR QUALITY... 10 oz. Box **19c**
- BIRDSEYE FISH STICKS** "PREMIUM FLAVOR" SEA FOOD 8 oz. Box **37c**
- BIRDSEYE FISH BITES** "PREMIUM FLAVOR"... A DELICIOUS TREAT... 8 oz. Box **29c**
- FRADELIS DINNER** TEMPTING GROUND BEEF STEAK... COMPLETE WITH VEGETABLES... 12 oz. Pkg. **65c**
- PIZZA PIE** OH BOY CHEESE PIZZA... HERE'S ONE YOU SHOULD TRY, SO TEMPTING... SO EASY TO PREPARE... 8 oz. Pkg. **45c**

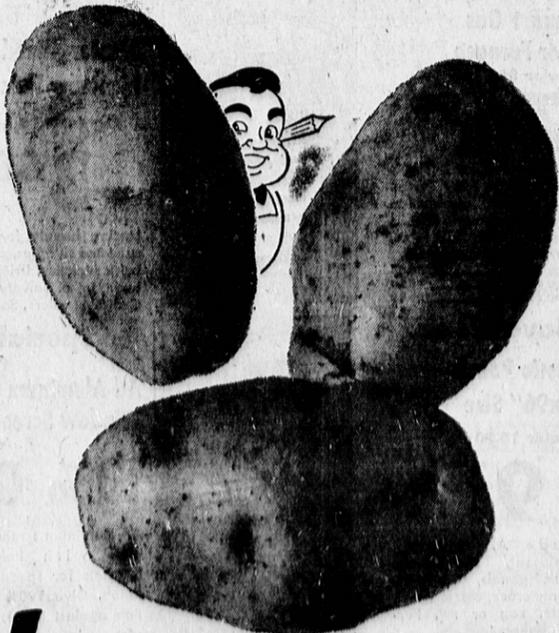
BEST FOODS

MAYONNAISE 49c
MADE WITH FRESHLY-BROKEN WHOLE EGGS... FINER TEXTURE AND FLAVOR... LOW PRICE ON THIS QUART JAR.

The best NO.1 WHITE ROSE

Potatoes

THESE ARE THE BEST



THE VERY FINEST QUALITY ON THE MARKET, BRIGHT AND SHINY, IN A HIGHLY DESIRABLE SELECTION OF SIZES FOR THE MOST DELICIOUS POTATO DISHES YOU'VE EVER TASTED. THIS LOW PRICE MAKES THEM THE PRODUCE BUY OF THE WEEK! THIS LOW PRICE IS ASTONISHING... BUT WE WERE ABLE TO MAKE A SPECIAL PURCHASE AND WE'RE HAPPY TO PASS THE SAVINGS ON TO JIM DANDY SUPER-SHOPPERS! COME IN AND GET A SUPPLY TODAY... THESE ARE THE BEST!

5 lbs. 19c

Jim Dandy
SUPER-SHOPPERS, INC.

DATES 19c
FRESH CALIFORNIA... 16 oz. Pkg.

CARROTS 2 for 19c
FRESH CRISP, ICE PACKED... LARGE BUNCHES

TORRANCE... LONG BEACH... BELL... LOMITA, HARBOR CITY AREA

Nomination Deadline Near For 'Citizen of the Year'

Monday, Feb. 17, is the deadline for receiving entries for Torrance's "Citizen of the Year" for 1957, President O.R. Trueblood of the sponsoring Chamber of Commerce said today.

Nomination blanks were mailed to all of the community's organizations (church, civic, service, veterans, labor, educational and fraternal) and to members of the Chamber. Additional forms are available at the Torrance HERALD and the Chamber office.

Trueblood said any individual, firm, or organization may nominate a candidate for the honor.

The Chamber leader said the program was started in 1953 in memory of two departed civic leaders, Dr. William L. Laughan and HERALD Publisher

Grover C. Whyte, and is awarded annually to the one who, in the opinion of a selection committee composed of outstanding civic leaders from diversified fields, has contributed most to the city of Torrance and to its citizens.

Former winners include Mervin M. Schwab, Paul D. Loranger, Dean L. Sears, and Sam Levy.

Presentation of the award will be made at the annual Chamber of Commerce banquet Feb. 25.

Gas Company To Expand Area System

A budget of more than \$15 million has been allotted to handle capital expenditures by the Southern California Gas Co. here in its Southwest Division, it was announced today by Division Manager C. W. Shupp.

Part of the company's near-record \$40,263,000 overall capital budget, some \$1,558,000, is required to handle the rapidly expanding population and growing industrial centers in this area, Shupp said.

Primarily, the money is slated to cover costs of adding new customers, reinforcing gas supply systems, and continuing a program of property replacements and additions.

This is the third largest overall budget in the company's 90-year history and the third straight year the budget has exceeded the \$40 million mark.

Largest expenditures in the firm's Southwest Division budget are \$359,400 for installation of some 117,000 feet of new business mains, and \$349,000 for installation of new business services.

Congressman King Reveals Candidacy

Congressman Cecil R. King of the 17th Congressional District today announced his candidacy for reelection in the June 3 primaries.

The veteran legislator, in his ninth term in the House of Representatives, served 10 years in the California State Legislature before going to Congress where he is today a ranking member of the powerful House Ways and Means Committee.

The 17th Congressional District includes the cities of Inglewood, Hawthorne, Lawndale, Gardena, El Segundo, Manhattan Beach, Hermosa Beach, Redondo Beach, Rolling Hills, Palos Verdes Estates, Lomita, Torrance, Wilmington, San Pedro and parts of Los Angeles, Long Beach and Compton.



WHAT'S DOING

R. S. Pyle, your Telephone Manager in Torrance



See that box on the telephone pole? It helps seven phone calls travel at the same time along this one pair of wires. That means one pair of wires is doing the job of seven! You'll get an idea of how it works if you think of a freeway, with cars running side by side in separate lanes. To carry your calls, a carrier system sets up separate voice lanes, or frequencies. With these extra voice lanes, phone lines can work a lot harder for you. Especially in rural areas, carrier systems are helping us bring more service to more people.



When a fuse blows out at your house do you sometimes have a tough time seeing which one to replace? In a phone office, the grasshopper fuse (left) helps solve that problem. (And it does kind of look like a grasshopper, don't you think?) When this fuse blows out, a colored head springs out on a metal arm. So our people can spot it in a jiffy. Little things like this speed up repairs, save time when minutes count.

ABOUT VALENTINES: There was a time when Valentine's Day—if you'll pardon the expression—was strictly for the birds.

According to an old legend—alluded to by Shakespeare—February 14 is the day upon which birds choose their mates. It was sacred to St. Valentine, for whom the observance is named.

The custom has grown to the extent where, today, a valentine, spelled with a small "v," has become a token of affection—almost universally presented and sorely missed if not received.

All this is by way of a reminder that we at Pacific Telephone deal in a pair of special valentines—the long-distance telephone call and the colored telephone in five new colors.

Perhaps we're prejudiced but we believe that either or both would qualify as a welcome "token of affection" in the fine old tradition.